

PAWS for READING

OFF TO A *GRRREAT* START!



The PAWS for READING

challenge officially kicked off on **September 4, 2012**, with an announcement on the Scholastic Book Clubs Facebook page. And to the chagrin of cat lovers everywhere, the Dog Team took the lead from the very beginning.

La, la,
I didn't
hear that!



185.303 READING MINUTES 9,264 BOOKS DONATED.. IN JUST THE FIRST 3 DAYS!

And from there, the numbers of reading minutes and books donated grew exponentially, so that ten days into the challenge, Cat and Dog team members had logged nearly two million reading minutes—and donated over 90,000 books to kids in need!



Postings on the Scholastic Book Clubs blog, Book Box Daily, provided additional information about Paws for Reading's charitable efforts, as well as fun updates on the status of the reading teams.



SEPTEMBER HOWLS AND MEOWS

An animated e-mail released in September was the first in a monthly series promoting the Paws for Reading program.

Sent out to over 1.3 million teachers and parents, the e-mail appeared in inboxes with the subject line: Help Paws for Reading Donate Books to Kids in Need!

Open rates were remarkably high, particularly among parents.

Keeping with the creative tone established in the Paws for Reading calendar, September's animated e-mail featured a cat and a dog dancing on a sofa and behaving every bit as silly as a pair of excited school kids.

The fun new competition that gets your kids wild for reading!
Having trouble viewing this email? [Here's the online version.](#)

SCHOLASTIC
Read Every Day. Lead a Better Life.

Book Clubs

Sign In >

It's Cats vs. Dogs in a reading competition where everybody wins!

PAWS for READING Sign up your class now!



Kids pick a side, read at home, and help make a difference!

For every 20 reading minutes logged, we'll donate a book for a child in need. Help us donate 250,000 books — jump in and [get your class set up here!](#)



eBooks Are Here!

Learn all about the new FREE eReading app from Scholastic. >



Watch Book Talk Videos

See which titles our Book Club senior editor loves this month! >

Join the Conversation >



The Scholastic Book Clubs Blog

bookbox daily

PAWS POPULARITY COMES EARLY!

PAWS for READING

This competition is ruff!

Are you kidding? It's fur-rocious!

Much to Chew About Nothing

A Tale of Two Kitties

Scholastic Book Clubs
Like This Page · about an hour ago · 18

The Cats and the Dogs are running up the reading minutes with PAWS FOR READING! Thanks for joining the pack, logging your class reading minutes, and helping donate books to kids in need. Remember, our new Storia eBooks are a great way to add reading minutes!

Who's in the lead this week? It's neck and neck! Dogs: 927,647 minutes read and 46,382 books donated vs. Cats: 873,395 minutes read and 43,669 books donated.

Keep reading for your team!
scholastic.com/paws

From the very beginning of the Paws for Reading program, resoundingly positive comments were posted online by teachers, parents, and students.

“Dogs are winning in my classroom! And I’m excited to say that this promotion has turned some of my most reluctant readers on to reading! They can’t wait to read and log their minutes! Such a good cause, too!”

—Samantha Hurst Harrell, GA

PAWS for READING

Just try to catch us!

HELP ME! The Dogs are running away with the reading minutes!

Scholastic Book Clubs
Liked · September 20, 2012 · 17

Don't let reading go to the Dogs! Get your paws on a book and log some fun-ace minutes for the Cats today! And remember, for every 20 reading minutes logged, we'll donate a book for a child in need. Help the Cats climb back on top!

Head over to <http://www.scholastic.com/paws> and log your minutes today!

Like · Comment · Share

45,218 people like this

177 comments

View all 219 comments

Scholastic Book Clubs · 1 week · I am pleased to let you know that your teacher can participate in the Paws for Reading program. Please go to: <http://www.scholastic.com/paws> to sign up and start logging minutes. If there is anything else we can help with, please email us at clubs@scholastic.com. Thanks so much for your great! September 19, 2012 at 5:45pm · Like · 11

Samantha Hurst Harrell · Dogs are winning in my classroom, and I'm excited to say that my students are turning some of my most reluctant readers on to reading! They can't wait to read and log their minutes! Such a good cause, too! September 19, 2012 at 4:37pm · Like · 12

Neeraj Schwab · We doing this every class, and I'm excited to see that my students are turning some of my most reluctant readers on to reading! They can't wait to read and log their minutes! Such a good cause, too! September 19, 2012 at 3:10pm · Like

Andi · Reading minutes! I'm excited to see that my students are turning some of my most reluctant readers on to reading! They can't wait to read and log their minutes! Such a good cause, too! September 19, 2012 at 3:05pm · Like

PAWS for READING

Take your book to the park!

...And keep reading for me!

Pete the Cat

Scholastic.com/paws

Scholastic Book Clubs
Liked · September 21, 2012 · 18

Help the underdogs—or really, the under-cats! The Cats need your reading minutes to help them close the gap. Today's score: Dogs: 2,586,425 minutes read, 129,321 books donated vs. Cats: 1,920,241 minutes read, 96,012 books donated. Get signed up, keep reading, and keep the book donations climbing!

Jump over to <http://www.scholastic.com/paws> to log your minutes and keep them growing!

Michelle Lynn Newwith Gray that is the cutest thing ever!
September 21, 2012 at 4:01pm · Like

Beth Davis Cats My son brought home info about this yesterday. Come on, cats!
September 21, 2012 at 4:10pm · Like

Deborah Colby My daughter and son love pete the cat!
September 21, 2012 at 4:34pm · Like

Sharon Catney Donovan we just ordered the Pete the Cat books!
September 21, 2012 at 5:17pm · Like

Michaela Zanzari Alright, this is a call to all cat team members! Get your reading minutes logged! We need to catch up with the Dog team. More reading minutes = more book donations!
September 21, 2012 at 5:58pm · Like

Jennifer Kay Jones My class is participating in this program!!! Yay!
September 21, 2012 at 7:46pm via mobile · Like

Ellie Huffman Clewence My two yr old memorized Pete the Cat after two readings. The ebook is great too! We want the whole series...go cats!
September 21, 2012 at 8:24pm via mobile · Like

Facebook posts in September rallied students reading at home for the Cat Team to catch up with their opponents on the Dog Team.

225,333 Books Donated!

Over 4,500,000 Minutes Read!

SPREADING THE GOODS AND NEWS

Each biweekly Book Box Daily posting also featured inspirational art teachers could download, either as desktop wallpaper for their computers, or to print out as posters to distribute to students.

Book Box Blog Team Mom & Dad Squad Teacher Panel **daily** Search Posts


bookbox

Celebrating just-right books for kids!

Sort Posts By Club or Sort By [Date](#)


- Honeybee Age 2-4
- Firefly PreK-K
- SeeSaw Grades K-1
- Lucky Grades 2-3
- Arrow Grades 4-5-6
- TAB Grades 7 & Up
- TRC/BookBeat for Teens
- Club Leo Spanish & Bilingual

Featured Video



Tags: [Video](#)


September 18, 2012



The Dogs Are Setting a Fast Pace in the Paws for Reading Race

by **Book Clubs Staffer**
by the Dogs

The Dogs take a pause from reading to share this post!




The Dogs Are Setting a Fast Pace in the Paws for Reading Race

by **Book Clubs Staffer**
by the Dogs The Dogs take a pause from reading to share this post! When... [Read More](#)

Tags: [Paws for Reading](#)

September 17, 2012



Happy Constitution Day!

by **Edmund**

Two hundred twenty-five years ago today, the Constitutional Convention signed the U.S. Constitution, establishing a... [Read More](#)



scholastic.com/paws

Click on the picture to download it!

When we heard about this *grrr*-eat challenge (and the chance to show the Cats who's boss), the Dogs jumped right in! But the competition has been *ruff* and the Cats are on our tails! Thanks to all the smart young readers who joined our team and are keeping us ahead (for now!).

Remember, for every 20 reading minutes logged, Scholastic will donate a book for a child in need. **So run with the Dogs and help us donate 250,000 books!**

Jump over to scholastic.com/paws to join the race!

Teachers: There's plenty of room for more alpha dogs (and cool cats, too)—make sure your class is signed up.

Parents: Kids earn fun badges, printable bookmarks, and other rewards as their reading minutes grow!

Tags: [Paws for Reading](#)

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MEANWHILE, BACK AT THE MICROSITE

With the official launch of the program, the count for reading minutes was underway! A key feature of the Paws microsite was the home page scoreboard showing real-time updates of the team competition.



Motivational messages from the Paws for Reading mascots were continuously updated to reflect the positioning of the teams and keep the energy high among participating readers.

In September alone, participants registered over 115,000 downloads!

Comments from the Book Box Daily blog:

“My students are having fun with this program! Thanks for giving them extra motivation to read at home and help other kids at the same time!” —Mrs. Chriss

“My son Isaac Gonzalez will read every day 30 minutes or more!!!” —Sonia G.

“I read 45 mins!!!!!!!!!!
CATS RULE DOGS DROOL.” —Lauren G.

PAWS-APALOOZA!

250,000 BOOKS DONATED!



To celebrate this first Paws for Reading milestone, a special Facebook posting was embedded with the cat and dog dancing again on the sofa to a rock 'n' roll beat.



Visits to the Paws microsite began with a special pop-up window alerting participants to the new book donation goal.

MeWOW!

The overwhelming reading minutes logged by participants led to a Paws for Reading **DOUBLE-DOG DARE** and the initial goal of 250,000 books donated to kids in need was doubled to **500,000!**

That sure is a lot of donated barks!

It's a lot of donated **books.**

That's what I said!

